



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

Summary Report, Meeting Notice, Meeting Resolution, Course Brochure  
/Curriculum, Course outcomes, Evaluation procedure, Sample Certificate

**9. ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE**

**Summary Report**

Course Name: **ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE**

Course Code: **AD-BCOM-22-23-01**

Organizing Department: **Department of Commerce**

Course Duration: **30 Hours (02-05-2023 - 17-05-2023)**

No. of Enrolled Students: 53

No. of student completed the course: 53

**Course Objectives: The objectives of this course are**

Understanding Entrepreneurship, Idea Generation, Business Model Development, Financial Planning, Business Plan, Legal and Ethical Considerations.

**Course Outcomes: After completion of this course the students will able to**

- Gain a thorough understanding of the role of entrepreneurship in economic development and the characteristics that define successful entrepreneurs.
- Demonstrate the ability to generate innovative and feasible business ideas by applying creativity and critical thinking.
- Design and develop viable business models that align with market needs and entrepreneurial objectives.
- Acquire the skills to create and manage financial plans for new ventures, including budgeting, forecasting, and identifying funding opportunities.
- capable of creating a detailed business plan that effectively communicates the vision, strategy, and operational roadmap of their venture.
- understand the legal, ethical, and regulatory requirements of starting and managing a business, ensuring compliance and ethical decision-making.



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Kolkata-13



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**Departmental Meeting Notification**



GOVERNMENT OF WEST BENGAL  
Department of Commerce  
Maulana Azad College  
8, Rafi Ahmed Kidwai Road, Taltala, Kolkata - 700013, India

Phone: 033 2249-3737/2226-7814 e-mail: [commerce@maulanaazadcollegekolkata.ac.in](mailto:commerce@maulanaazadcollegekolkata.ac.in)  
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Ref. No.....

Date: 10<sup>th</sup> February, 2023

In order to help the students to pursue their entrepreneurial aspirations, the Department of Commerce is contemplating to start an ADD-ON Course on 'Entrepreneurship', which would help our students immensely. All the faculty members are required to be present in the meeting which would be held on 20<sup>th</sup> February, 2023 at 2.00 p.m.

Agenda:

1. Selection of course coordinator(s).
2. Syllabus formation.
3. Evolution procedure.
4. Issue of certificate.

4  
Principal  
Maulana Azad College  
Kolkata  
Govt. of West Bengal

  
Head  
Department of Commerce  
Associate Professor & Head  
Department of Commerce /  
Maulana Azad College  
Govt. of West Bengal  
Kolkata- 700013



Principal  
Maulana Azad College  
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## Departmental Meeting Resolution

As per notice dated 10<sup>th</sup> February, 2023, the departmental meeting held on 20.02.2023 at 2.00 p.m. All faculty members attended the meeting timely.

### MINUTES OF THE MEETING

Date: 20<sup>th</sup> February, 2023

All the teachers agreed unanimously for smooth running of the proposed ADD-ON courses to enhance the skills our students.

#### **1. Agenda 1. Selection of course coordinator(s).**

After detail discussion, the department has decided that the teachers of this department will act as ADD-ON course coordinator as per following:

Sl. No.	Course Code	Course Coordinators	Duration	Total Hours
1	AD-COM-22-23-01	Dr. Keshab Chandra Sinha & Camellia C. Burman	02.05.2023 – 17.05.2023	32

#### **2. Agenda 2. Syllabus formation.**

It has been resolved that the respective course coordinator will be responsible for Syllabus formation with the help of other faculty members and coordinate with IQAC time to time.

#### **3. Agenda 3. Evolution procedure.**

It has been resolved that the evaluation process consist of the following.

- Question preparation (Theory + Practical): Full Marks 100
- For theory paper there will be SA type Questions and LA type questions and time of Examination 3 Hours.



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- (c) For practical paper time of examination 4 Hours.  
(d) Evaluation of answer scrips and Tabulation as decided by the coordinator.  
(e) Grade and Marks as per following table:

Grade Scale	Grade	Performance Indicator
90-100	AA	Outstanding
80-89	A+	Excellent
60-79	A	Very Good
40-59	B	Satisfactory
< 40	D	Disqualified

**Agenda 4. Issue of Certificate**

It has been resolved that the certificate will be issued to those candidates who have successfully completed the course. The coordinator should prepare a brief report of the course after taking feedback from the participants and the difficulties if any for smooth running the course.

  
Principal  
Maulana Azad College  
Kolkata  
Govt. of West Bengal

  
Head  
Department of Commerce

Associate Professor & Head  
Department of Commerce  
Maulana Azad College  
Govt. of West Bengal  
Kolkata- 700013



  
Principal  
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## Course Brochure/Syllabus

### RESOLUTION OF THE MEETING

### MAULANA AZAD COLLEGE, KOLKATA

### DEPARTMENT OF COMMERCE

**Date: 20<sup>th</sup> February, 2023**

In order to promote innovative thinking and empowering students to pursue their entrepreneurial aspirations, the Department of Commerce has agreed to start an add-on course on 'Entrepreneurship Development: From Idea to Venture', which would be immensely beneficial to our student community. Following are the details of the course:

#### Course Details

**Course Title:** Entrepreneurship Development: From Idea to Venture

**Course Duration:** 30 hours

**Proposed Start Date and End Date:** 2nd May, 2023 to 17<sup>th</sup> May, 2023

**Facility required within college premise:** G2 CLASSROOM (Second Floor)

#### **Course Objectives:**

1. Introduce students to the fundamentals of entrepreneurship.
2. Cultivate entrepreneurial mindset and creative thinking.
3. Develop skills in business planning, marketing, and financial management.
4. Encourage students to identify and assess entrepreneurial opportunities.
5. Facilitate interactions with successful entrepreneurs and industry experts.



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6. Foster teamwork and collaboration through real-life business projects.

**Benefits of the Course:** An Entrepreneurship Development Course will equip our students with essential skills and knowledge to navigate the competitive business landscape successfully. By encouraging innovation and fostering an entrepreneurial spirit, we aim to create a culture that nurtures future leaders and job creators.

**Resource Requirements:** To ensure the effective implementation of the Entrepreneurship Development Course, our departmental faculty members will conduct the above-mentioned course.

1. Keshab Chandee Sinha
2. Madhu Sarda
3. Ujjal Bandyopadhyay
4. Camellia C. Burman
5. Chandrani Bhattacharyya



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## Syllabus of the Course

- **Syllabus:**

- 1. Introduction to Entrepreneurship and Opportunity Identification (6 hours)**

Concept and significance of entrepreneurship  
Role of entrepreneurs in different fields of the economy  
Methods for generating business ideas  
Evaluating the viability of business opportunities

- 2. Entrepreneurial Mindset and Traits (2 hours)**

Characteristics of successful entrepreneurs  
Nurturing a growth mindset

- 3. Market Research and Customer Analysis (4 hours)**

Understanding target markets and customer needs  
Conducting market research and competitor analysis

- 4. Business Models and Planning (4 hours)**

Different business models (e.g., B2B, B2C, SaaS)  
Creating a business plan and setting goals

- 5. Legal and Regulatory Considerations (2 hours)**

Business registration and licenses  
Intellectual property protection

- 6. Marketing and Sales Strategies (4 hours)**

Branding and positioning  
Marketing channels and sales techniques

- 7. Financial Management (4 hours)**

Basic concepts of Financial Management  
Creating Financial Projections and Budgets

- 8. Funding and Investor Pitching (6 hours)**

Hiring the right talent  
Building an effective team and fostering a positive work culture  
Sources of funding (e.g., bootstrapping, loans, investors)  
Preparing and delivering an effective pitch



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**Department of Commerce**

**Syllabus for “Entrepreneurship Development: From Idea to Venture”**

- **Title:** Entrepreneurship Development: From Idea to Venture
- **Venue:** Department of Commerce  
Maulana Azad College, Kolkata -13
- **Span of the Course: 32 hours.**
- **Brief introduction of this Course:** This short-term course on Entrepreneurship Development is designed to provide aspiring entrepreneurs with the foundational knowledge and skills required to turn their business ideas into successful ventures. Over 30 hours, participants will explore various aspects of entrepreneurship, from identifying opportunities to developing a viable business plan.
- **Books, Study materials, Journals & other necessary references:**
  1. “The Lean Startup” by Eric Ries
  2. “Zero to One” by Peter Thiel
  3. “The E-Myth Revisited” by Michael E. Gerber
  4. “Good to Great” by Jim Collins
  5. “Business Model Generation” by Alexander Osterwalder and Yves Pigneur
  6. “Entrepreneurship Development and Management” by Dr. A. K. Singh



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## Approval of HOI

To

The Principal

Maulana Azad College, Kolkata


Date:22.02.2023

Respected Sir,

This is to convey that the Department of Commerce, Maulana Azad College, has resolved in meeting held on 20<sup>th</sup> February, 2023, that the add-on course for the students of Commerce department will be conducted from 02.05.2023 - 17.05.2023 on '**ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE**'. The details of the proposed course are attached. We Shall remain grateful if you very kindly give permission to pursue the aforesaid course.

With regards,

Yours Faithfully,

  
Associate Professor & Head  
Department of Commerce  
Maulana Azad College  
Govt. of West Bengal  
Kolkata- 700013

  
Principal  
Maulana Azad College  
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## Sample Certificate

	<b>MAULANA AZAD COLLEGE</b> 8, Rafi Ahmed Kidwai Road, Taltala, Kolkata 700013.	
<b>Certificate of Appreciation</b>		
Session: 2022-23		
No. BCOM/-----		
<p><i>This is to certify that.....has actively participated and successfully completed 32 hours ADD-ON course on "ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE" (Course Code: AD-COM-22-23-01), organized by the Department of COMMERCE in association with IQAC, in the period 2<sup>nd</sup> May to 17<sup>th</sup> May, 2023 and secured Grade ---.</i></p>		
1.  2. 		
Joint Coordinators	IQAC Coordinator	Principal



Principal  
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